

.SUGAR Registry Details

Registry Type

The .sugar registry will operate as an open generic top-level domain in accordance with applicable ICANN contractual obligations, consensus policies, and industry best practices. The namespace will be available to eligible registrants worldwide and will be managed to promote broad participation, responsible growth, secure and stable operations, and long-term confidence in the .sugar brand and the Domain Name System.

Policy Alignment

The policies governing the .sugar namespace have been designed to support the registry's vision of creating a trusted environment where individuals and organizations can confidently build distinctive digital identities. The policy framework balances openness with appropriate safeguards, rights protection mechanisms, abuse prevention measures, and transparent governance to promote responsible participation while protecting registrants, rights holders, and Internet users.

Together, these policies support the long-term integrity, stability, and reputation of the .sugar namespace while ensuring compliance with ICANN contractual obligations, consensus policies, and industry best practices. By combining responsible governance with effective operational oversight, the registry seeks to preserve the trust and enduring value of the .sugar namespace for the benefit of the global Internet community.

Launch

Launch Phases

Sunrise Period; Early Access Program; General Availability

Sunrise

A Sunrise registration period will be implemented for eligible trademark holders consistent with applicable ICANN Rights Protection Mechanism requirements.

Trademark

Trademark Claims services will be implemented in accordance with applicable ICANN requirements following the Sunrise registration period.

Early Access

An optional Early Access Period may be implemented prior to General Availability to support phased domain allocation and launch management objectives.

General Availability

General Availability registrations will be opened following completion of applicable launch phases and ICANN Rights Protection Mechanism requirements.

Marketing Strategy

The marketing strategy for .sugar will be built around the desire to express sweetness online. Marketing initiatives will position .sugar as the domain extension to show sweetness and friendliness in identities, projects, businesses, communities and achievements. It is a distinctive digital identity for individuals, businesses, brands, creators, educators and organizations seeking to build something exceptional and earn lasting recognition.

Campaigns will celebrate friendliness, sweetness and softness by showcasing the stories of registrants who are building remarkable brands, businesses, and communities. Marketing activities will combine accredited registrar partnerships, digital advertising, search and social media marketing, public relations, strategic alliances, content marketing, and industry engagement to build long-term awareness and sustainable adoption of the .sugar namespace worldwide.

Marketing Channels

Marketing and distribution for .sugar will leverage accredited registrar networks together with digital marketing, search engine optimization, content marketing, social media, influencer collaborations, public relations, affiliate programs, strategic partnerships, industry conferences, and community engagement. Marketing activities will focus on reaching audiences that value memorable branding, authentic digital identity, and long-term brand recognition while encouraging sustainable adoption across diverse industries, professions, and communities worldwide.

Brand Positioning

.sugar will be positioned as the namespace for those who want to express sweetness and friendliness online. It represents softness, sweetness and inspiration rather than simply existing as another online address. Whether building an online identity, launching a new venture, or celebrating a discovery or achievement, .sugar enables registrants to communicate from a trustworthy namespace.

Safeguard Commitments

The registry operator is committed to implementing appropriate safeguards that promote trust, security, and responsible use of the .sugar namespace. These measures are intended to protect registrants, rights holders, and Internet users while preserving the integrity and reputation of the registry. By combining proactive abuse prevention, effective rights protection mechanisms, transparent policies, and ongoing compliance with applicable ICANN requirements, the registry aims to foster a safe, reliable, and sustainable namespace that delivers lasting value to the global Internet community.